

ORDER



Orders
Order / Rev: 50567
Alt Order #: 9797736 /Brad
Product Desc: P-USA ACTION
Estimate: 1521
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: GENERAL

WLYH CW15

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/26/12 | 1 | \$450.00 | \$382.50 |
| 08/27/12 | 08/27/12 | 1 | \$450.00 | \$382.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|----------|-----------------|-----------------|-------------|
| August 2012 | 1 | \$450.00 | \$382.50 | 0.00 |
| September 2012 | 1 | \$450.00 | \$382.50 | 0.00 |
| Totals | 2 | \$900.00 | \$765.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|-----------|-------|-------------|
| WLYH CW15 | 3% | \$900.00 |
| Market | 100% | \$30,000.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| EHP | 1% | \$300.00 |
| UNKWN | 0% | \$0.00 |
| WGAL | 39% | \$11,700.00 |
| WHP | 22% | \$6,600.00 |
| WHTM | 31% | \$9,300.00 |
| WPMT | 4% | \$1,200.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------|------|----------|----------|---------------------------|-------|----------------|---------|------|-------|----------|-----|------|------|----------|-----------------|
| E 1 | WLYH | 08/22/12 | 08/27/12 | M-F 7-730p M-F 7p-730p | CM | 7p-730p | M-WTF-- | 1:00 | 2 | \$450.00 | P-1 | 0.00 | NM | 2 | \$900.00 |
| Totals | | | | | | | | | | | | | | 2 | \$900.00 |

ORDER



Orders
Order / Rev: 50569
Alt Order #: 9797737 /Brad
Product Desc: P-USA ACTION
Estimate: 1521
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: GENERAL

EHP MyTV 21.2

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Priorities USA Action
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/26/12 | 5 | \$150.00 | \$127.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-----------------|-----------------|-------------|
| August 2012 | 5 | \$150.00 | \$127.50 | 0.00 |
| Totals | 5 | \$150.00 | \$127.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|---------------|-------|-------------|
| EHP MyTV 21.2 | 1% | \$150.00 |
| Market | 100% | \$15,000.00 |

| Competitive Share | Share | Total |
|-------------------|-------|------------|
| UNKWN | 0% | \$0.00 |
| WGAL | 56% | \$8,400.00 |
| WHP | 22% | \$3,300.00 |
| WHTM | 14% | \$2,100.00 |
| WLYH | 3% | \$450.00 |
| WPMT | 4% | \$600.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------|-----|----------|----------|------------------------------|-------|----------------|---------|------|-------|---------|-----|------|------|----------|-----------------|
| E 1 | EHP | 08/22/12 | 08/27/12 | M-F 2p-3p M-F 2p-3p | CM | 2p-3p | M-WTF-- | 1:00 | 2 | \$20.00 | P-1 | 0.00 | NM | 2 | \$40.00 |
| E 2 | EHP | 08/22/12 | 08/27/12 | Su 11p-12a Su 11p-12a | CM | 11p-12a | -----S | 1:00 | 1 | \$20.00 | P-1 | 0.00 | NM | 1 | \$20.00 |
| E 3 | EHP | 08/22/12 | 08/27/12 | Sun Reg 2 Without A Trace | CM | 8p-9p | -----S | 1:00 | 1 | \$40.00 | P-1 | 0.00 | NM | 1 | \$40.00 |
| E 4 | EHP | 08/22/12 | 08/27/12 | Fri Reg 2 Fri 9p-10p | CM | 9p-10p | ----F-- | 1:00 | 1 | \$50.00 | P-1 | 0.00 | NM | 1 | \$50.00 |
| Totals | | | | | | | | | | | | | | 5 | \$150.00 |